PhD Masterclass
Session syllabus
1-2 November 2016

Beyond choice of entry modes: dynamics, configurations and combinations
by Gabriel R.G. Benito
**About the session instructor:**

Gabriel R.G. Benito (PhD, Norwegian School of Economics NHH) is Professor of International Strategy at BI Norwegian Business School, Oslo, Norway. A Fellow of the Academy of International Business (AIB) and a former president of EIBA (European International Business Academy), Benito is incoming Associate Editor of Global Strategy Journal, and a Consulting Editor of Journal of International Business Studies. [http://www.bi.edu/about-bi/employees/department-of-strategy/benito-gabriel-garcia/](http://www.bi.edu/about-bi/employees/department-of-strategy/benito-gabriel-garcia/)

**Session themes**

- Digging deeper into mode choice: discrete versus interdependent choices
- Mode changes and exits: motivators and barriers to change
- Combining modes of operation

**Session objectives**

- To provide an introduction to some recent developments in international business theory that extend the established internalisation view of international business

**Session overview**

The sessions build on Professor Mark Casson’s lectures on the economics of international business, and extend the analysis to examining aspects of business behaviours that are not dealt with in much detail in economic theory. The sessions aim at bridging Casson’s class on the economics of international business with Professor Alain Verbeke’s subsequent class on strategy and international business.

Drawing on internalisation as well as learning/knowledge perspectives of firms’ internationalization, the session covers phenomena such as (i) discrete versus interdependent choices, (ii) changes of foreign operation modes, and (iii) combinations of operation modes.

The three sessions are held over a period of two days as shown in the class schedule. The sessions will be organized as a combination of lectures and class discussions. The sessions will be a mix of presentations by the instructor, class discussions, and presentations by the participants, especially towards the end of the course.
Course materials

The course builds upon a set of academic readings from the scholarly literature, as specified in the reading list.

The textbook *Foreign Operation Methods: Theory, Analysis, Strategy* (Cheltenham, UK: Edward Elgar) by Welch, Benito and Petersen (2007) is suggested as background reading for students who want an overview and fairly detailed description of operation modes in international business.

Pre-class reading: The participants are requested to read the three assigned readings for session 1 in advance of the class.

Reading list

**Academic readings:**


Background reading:


Contact with your instructor

Class participants requiring assistance are encouraged to speak to Dr. Benito during class. Should you wish to contact him before the course or after the end of the course, please email him at gabriel.r.g.benito@bi.no

Class schedule and readings

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<tr>
<th>Time</th>
<th>Tuesday 1st November</th>
<th>Wednesday 2nd November</th>
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<td>LUNCH</td>
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